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~~SECRET~~

8 March 1957

MEMORANDUM FOR: Deputy Director (Support)

SUBJECT: Communication RE FTC Ruling Against  
Mutual of Omaha

1. Tab A is a copy of the release issued by the General Counsel of Mutual of Omaha in response to the recent opinion of a Federal Trade Commission examiner.

2. The publicity involved relates to advertising dealing with individual policies issued by the company and in no way is applicable to their group insurance contracts.

3. As there is always two sides to every question, Tab B is a copy of a letter commending Mutual of Omaha for its service etc. This, of course, is only one of many received. It is, however, particularly significant because the writer was a personal friend and one-time law associate of [ ] who can vouch for its sincerity and authenticity. The writer received thousands of dollars from Mutual as result of being incapacitated from diabetes. Incidentally, Mr. [ ] was at one time an attorney for the Federal Trade Commission. 25X1A9A

4. Tab C is an analysis by the United States Investor of the claim paying record of Mutual of Omaha and the FTC proceedings. United States Investor, is, I am informed, a highly respected independent organization.

5. Further, due to the unusual understanding and cooperation on the part of Mutual, particularly during this period of transfer from GHI to Mutual, we are glad that we can continue the coverage of your correspondent who made his application while he was hospitalized. This, it is believed, is unprecedented in insurance history.

6. Under the circumstances, it does not appear necessary or appropriate for the Agency to disseminate any defense of Mutual of Omaha.

Gordon M. Stewart  
Director of Personnel

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